



PREMIUMADDRESS

**On-the-spot correction,
electronic notification**

[deutschepost.de](https://www.deutschepost.de)



Contents

Process 04



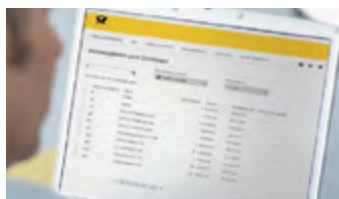
Applications 06

Services and prices 12



Preparation for dispatch 16

Success stories 18





Paul Klein

Nothing is as constant as change.

In Germany some ten million addresses change every year. But not everybody whose address changes lets you know that they have moved or that their name has changed. This can incur high costs for businesses if mail items cannot be delivered. Regularly update your address information and boost efficiency with PREMIUMADDRESS.

Regardless of whether it's letters, mailings or Pressepost mail, we want your items to reach their destination. Find out how your address management can benefit from our innovative PREMIUMADDRESS service.

Benefit today from the advantages offered by PREMIUMADDRESS:

- Preserve your valuable customer contacts.
- Ensure you have up-to-date addresses even if your customers have not informed you of changes.
- Reduce the number of items sent to the wrong address and the number of returns.
- Ensure trouble-free customer communication through the use of efficient address management.

Let us handle it

Better service and greater efficiency with PREMIUMADDRESS.

Your address data is a valuable resource. This is why our mail carriers check PREMIUMADDRESS mail items on the spot. A record is made of any incorrect or wrong addresses. We then reliably update and validate your address information by cross-checking it against our databases. You can then access all up-to-date address information in your secure client area at www.premiumaddress.de. This information

can be downloaded and is also available via SFTP or in the form of a printed address list.

The result: Your address data is up to date and ready to go for your next mailout. Effectively reduce the number of incorrectly addressed items and the additional costs they incur.

Professional and reliable – the PREMIUMADDRESS process.



1. Preparation for dispatch

Your items are marked with a “P” for PREMIUMADDRESS and a data matrix code that contains all relevant information. In the event that an item is not deliverable, this information specifies what action is to be taken.



2. Deliverability check

For mail carriers, the “P” and the data matrix code on an envelope signal that the mail item was mailed using PREMIUMADDRESS. The mail carrier then verifies deliverability on the spot.



3. Data recording

Your data matrix code and the address field are scanned. This step records all the information they contain and links this data to the reason the item cannot be delivered.



4. Data cross-check

Your digitalized address data is cross-checked against the redirection, deceased persons and (optionally) undeliverable mail items databases.



5. Data transfer

Your address data is updated within one to two days following attempted delivery. In addition to downloading your data, you can receive it by SFTP or as a printed list.

Benefit from the advantages offered by PREMIUMADDRESS and optimize your address data for future mailouts.

Total flexibility with our seven product options

PREMIUMADDRESS is a modular product that you can use flexibly to meet your needs. Choose one or more product options to optimize your mailing campaign and address management.

When information is important.

From non-deliverability to new addresses following relocation – fast and reliable electronic maintenance of your address data:

- PREMIUMADDRESS Basis
- PREMIUMADDRESS Report

What to do with undeliverable items?

It's up to you.

Return or redirect? What address information do you need? We have a solution for each and every item that you mail:

- PREMIUMADDRESS Plus
- PREMIUMADDRESS Fokus
- PREMIUMADDRESS Hybrid

Manage returns, conserve company resources.

For mail that is to be returned to you if it cannot be delivered or the recipient has moved:

- PREMIUMADDRESS Retoure
- PREMIUMADDRESS Retoure Extra

Optional supplementary services

The following supplementary services are available for PREMIUMADDRESS Basis, Report, Plus and Fokus:

- **Undeliverable with database confirmation:** The addresses of items that could not be delivered are cross-checked against the postal reference file and other databases to confirm non-deliverability.
- **Address search:** Search for addresses of undeliverable items that cannot be updated on the basis of information from current redirection services. Searches are conducted in numerous relocation and address databases, and include a deliverability check.



The right solution for every situation

Use PREMIUMADDRESS according to your needs to manage your mailings and address data. Your requirements determine

which product options are right for your mailings:

PREMIUMADDRESS

| | |
|---|---|
| Type of item | What do you want to send? MAIL, DIALOGPOST with or without wrapping, Pressepost – you can use a variety of product options, based on the type of item you want to send. |
| Action to be taken in the event of non-deliverability or relocation | You determine what is to be done with your item if it cannot be delivered or the recipient has moved: return, redirect or destroy. |
| Electronic address information | You also decide what address information you wish to receive, e.g., the relocation address or information that the recipient is deceased. |
| Data provision | You specify how we should provide address information to you – in digital form or as a printed address list. |

The following pages offer a few case examples for the use of the various product options.



Up-to-date data for targeted dispatch

Benefit from systematic address maintenance.

Example 1 – Financial service provider

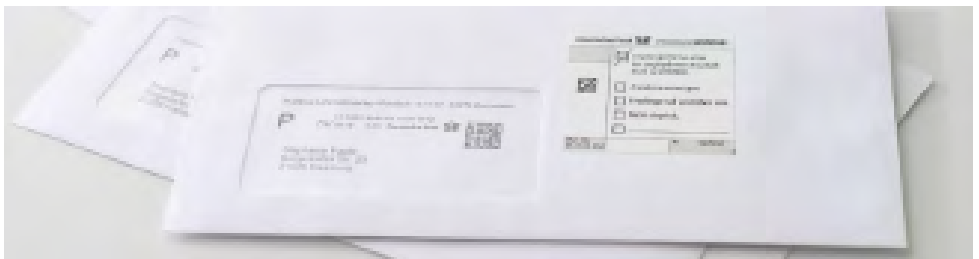
A financial service provider mails 40,000 letters every quarter. They want to keep the number of incorrectly addressed items to a minimum. In order to keep the address

database up-to-date, they choose to send mailings with **PREMIUMADDRESS Basis**. Its special advantage: All address information is free of charge, with the exception of relocation information.

PREMIUMADDRESS Basis

| | |
|---|--|
| Type of item | Standard letter |
| Action to be taken in the event of non-deliverability or relocation | Redirect if the recipient has moved and has requested mail redirection; destroy if the item cannot be delivered. |
| Electronic address information | Address correction, relocation addresses, non-deliverability information |
| Data provision | Retrieval via SFTP |

Sample calculation on page 14.



Clever combinations – optimized dispatch

Preserve the value of your items.

Example 2 – Mail order company

A mail order company sends out 20,000 main catalogs and 5,000 coupon cards per season, using DIALOGPOST. If the valuable catalogs are undeliverable, they should be returned so they can be sent to someone

else. The company also wants to have the address data of its established and prospective customers updated regularly. The catalogs are mailed with **PREMIUMADDRESS Hybrid**, the coupon cards with **PREMIUMADDRESS Report**.

PREMIUMADDRESS Hybrid

| | |
|---|--|
| Type of item | DIALOGPOST with wrapping |
| Action to be taken in the event of non-deliverability or relocation | Redirect if the recipient has moved and has requested mail redirection; return if the item cannot be delivered |
| Electronic address information | Address correction, relocation addresses |
| Data provision | Download from the PREMIUMADDRESS online service |

Sample calculation on page 15.

PREMIUMADDRESS Report

| | |
|---|---|
| Type of item | Coupon card |
| Action to be taken in the event of non-deliverability or relocation | Redirect if the recipient has moved and has requested mail redirection. Destroy if the item is undeliverable |
| Electronic address information | Relocation address/information, non-delivery information, information about deceased recipient supplied as “could not be located” |
| Data provision | Download from the PREMIUMADDRESS online service |

Rely on us

To return valuable contents.

Example 3 – Commercial enterprise

A commercial enterprise mails out 80,000 high-quality product samples every year. If the samples cannot be delivered, they are to

be returned so that they can be used again. With **PREMIUMADDRESS Retoure**, the valuable contents of its mailouts are returned to the company.

PREMIUMADDRESS Retoure

| | |
|---|---|
| Type of item | DIALOGPOST with wrapping |
| Action to be taken in the event of non-deliverability or relocation | Redirect if the recipient has moved and has requested mail redirection; return if the item cannot be delivered |
| Electronic address information | None |
| Data provision | None |

Sample calculation on page 15.

PREMIUMADDRESS offers tailored solutions, is flexible and can be combined according to your needs. For further advice, please call our Business Customer Service at +49 (0)180 6 555555*. We look forward to hearing from you.

All seven options at a glance

Overview of product options

| Services | Product options | Basis ¹ |
|-----------------------|---|--------------------|
| Type of item | MAIL | ✓ |
| | DIALOGPOST with wrapping | ✓ |
| | DIALOGPOST without wrapping | ✓ |
| | Pressepost | ✓ |
| Action to be taken | Return if the item cannot be delivered | |
| | Return if the recipient has moved and requested mail redirection | |
| | Redirect if the recipient has moved and has requested mail redirection (for MAIL, DIALOGPOST with wrapping) | ✓ |
| | Destroy if the item cannot be delivered*** | ✓ |
| Address information | Address correction if the address is incorrect | ✓ |
| | Relocation address / information (if the recipient has moved and requested mail redirection) | ✓ |
| | Undeliverable because recipient could not be found / delivery was refused / item was not collected | ✓ |
| | Undeliverable because the recipient is deceased | ✓ |
| Supplementary service | Optional: Undeliverable with database confirmation | ✓ |
| | Optional: New address via the address search service**** | ✓ |
| Data provision | Download Optional: SFTP Optional: Daily or weekly printout of address list for every batch of 40 items of address information or part thereof | |

All prices are valid for MAIL and DIALOGPOST. Exception: The price for the service "New address via the address search service" also applies to PRESSEPOST. Further prices for PRESSEPOST can be found in the Press Distribution price list at pressedistribution.de.

* All other services are subject to statutory VAT.

** For the "Letter mail" item type in connection with Basis or Report.

*** Additionally in the case of relocations if the recipient has requested mail redirection, for DIALOGPOST without wrapping and Pressepost.

**** Supplementary agreement required.

| Report ¹ | Plus | Fokus | Hybrid | Retoure | Retoure Extra | Prices* for MAIL and DIALOGPOST |
|---------------------|------|-------|--------|---------|---------------|-------------------------------------|
| ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| ✓ | | | | | | |
| ✓ | | | | | | |
| | ✓ | ✓ | ✓ | ✓ | ✓ | €0.25 (DIALOGPOST with wrapping) |
| | | ✓ | | | ✓ | €0.25 (DIALOGPOST with wrapping) |
| ✓ | ✓ | | ✓ | ✓ | | free |
| ✓ | | | | | | free |
| | ✓ | ✓ | ✓ | | | €0.30/free** |
| 2 | ✓ | ✓ | ✓ | | | €1.25 |
| ✓ | ✓ | ✓ | | | | €0.30 / free** |
| 3 | ✓ | ✓ | | | | €0.85 / free** |
| ✓ | ✓ | ✓ | | | | €0.55 |
| ✓ | ✓ | ✓ | | | | €5.50 |
| | | | | | | Free €440.00 one-time €1.25 |

¹ Not in combination with books or merchandise or letters which contain inserts not made of paper.

² For Dialogpost without wrapping and Pressepost, delivered as address property 25.

³ Delivered as address property 10.

Save on work, time and costs

With PREMIUMADDRESS you benefit in the long term from address data updates. Systematically reduce the number of

incorrectly addressed items and returns while steadily reducing your address maintenance costs.

Example 1 – Financial service provider

| Service | Prices* | Amount* |
|--|---------|----------------------|
| 6 address corrections | Free | €0.00 |
| 180 relocation addresses | €1.25 | €225.00 |
| 356 undeliverable items | Free | €0.00 |
| 18 undeliverable items (because the recipients are deceased) | Free | €0.00 |
| | | Total €225.00 |

40,000 standard letters per quarter sent with PREMIUMADDRESS Basis (1.4% assumed error rate)

* Plus statutory VAT. VAT

Advantages:

- Address information is free of charge
- Reduced printing and postage costs
- Reliable delivery of mandatory notifications



Example 2 – Mail order company

| Service | Prices* | Summe* |
|--|---------|----------------------|
| 4 address corrections | €0.30 | €1.20 |
| 195 relocation addresses/information | €1.25 | €243.75 |
| 205 undeliverable items | €0.30 | €61.50 |
| 71 undeliverable items because the recipients are deceased | €0.85 | €60.35 |
| 306 returns (undeliverable) | €0.25 | €76.50 |
| | | Total €257.70 |

20,000 main catalogs sent with PREMIUMADDRESS Hybrid and 5,000 coupon cards with PREMIUMADDRESS Report (1.9% assumed error rate)

* Plus statutory VAT

Supplementary services

| Service | Price* | Amount* |
|---------------------|--------|----------------------|
| 48 address searches | €5.50 | €264.00 |
| | | Total €264.00 |

Advantages:

- Valuable customer contacts are retained
- Reduced printing and postage costs
- Valuable catalogs can be re-mailed to other customers

Example 3 – Commercial enterprise

| Service | Price* | Amount* |
|---------------|--------|----------------------|
| 2,400 returns | €0.25 | €600.00 |
| | | Total €264.00 |

20,000 main catalogs sent with PREMIUMADDRESS Hybrid and 5,000 coupon cards with PREMIUMADDRESS Report (1.9% assumed error rate)

* Plus statutory VAT

Advantages:

- Valuable content can be reused
- Valuable customer contacts are retained

100% digital – 100% flexible

Turn your mail into an information resource.

Once you register as a customer you can immediately start using PREMIUMADDRESS for your outgoing mail.

Flexible digital encryption – with the data matrix code

Along with the printed “P”, the data matrix code is an integral feature of all PREMIUMADDRESS items. It contains important, digitally encrypted information regarding your item and is supported by commonly available software solutions.

Depending on the requirements and type of franking, the data matrix code provides information regarding the product option and:

- What is to be done with undeliverable items (destroy, redirect or return them).
- The return address for items such as catalogs.
- The name of the person in your company to whom corrected recipient addresses are to be sent.
- The customer number and customer status that are on file (customer-specific information regarding the recipient).



Software solutions

Using our dedicated dispatch preparation software, you can encode your items easily and according to your needs.

- **DIALOGPOST MANAGER** helps you prepare and dispatch mailings for your dialog marketing campaign. In the case of PREMIUMADRESS, it also supports the preparation of MAIL items.
- **MANAGER PRESSE DISTRIBUTION** prepares the dispatch of preferred periodicals, standard periodicals and wrapper-packed newspapers for you.
- **MAILOPTIMIZER** is the software solution for IT franking.

In addition to Deutsche Post software solutions, a number of other software products are available that support the generation of data matrix codes.

Now even easier to use – PREMIUMADRESS Label

For customers who want to generate their data matrix code on a computer without the help of special software, we have developed the new PREMIUMADRESS Label with integrated data matrix code. This product is especially suitable for small dispatch volumes when you don't need the full flexibility of PREMIUMADRESS and place few or no demands on the way customer-specific information regarding the recipient is shown. Generate, download and use PREMIUMADRESS Label straight away on our How it works page at [premiumadress.de](https://www.premiumadress.de).

PREMIUMADDRESS in use – success stories

Mail order specialist Heine Versand stays up to date

Here the option of having catalogs returned – especially high-quality main catalogs – is important. For the 30 million or so mail items it sends every year, Heine Versand relies on the address management services of PREMIUMADDRESS.

With PREMIUMADDRESS Basis and Retourer, the mail order company receives reliable electronic address information and can reuse catalogs that could not be delivered.

Magazines make a good impression with PressUp

Subscription provider PressUp knows that maximum customer satisfaction depends on reliable and punctual delivery – which is why it chose PREMIUMADDRESS for quick and convenient information on the latest address changes among its customers.

PREMIUMADDRESS guarantees efficient, target group-oriented delivery that benefits service providers, magazine publishers, advertisers and readers alike.

PREMIUMADDRESS Basis helps subscription provider PressUp play expertly to its strengths.



Free address information for arvato infoscore

arvato infoscore sends out more than 25 million collection letters every year, making systematic address maintenance a must for the financial service provider. By integrating PREMIUMADDRESS into its in-house system, arvato infoscore was able to improve its address quality and speed up its collection process. An additional advantage: It receives address information for MAIL items free of charge.

With PREMIUMADDRESS Basis, arvato infoscore can access the latest address information every day.



Depend on PREMIUMADDRESS for your address maintenance needs:

- **Unique source of information**
On-the-spot deliverability check performed by our mail carriers
- **Systematic digital address maintenance process**
Cross-checks with up-to-date databases as well as online data transfer
- **Flexible use**
Individual solutions with seven different product options
- **Efficient address management**
Time and cost savings thanks to our professional service and excellent address quality

Your partner for premium requirements

Would you like a personal consultation? We'll be glad to help you. Your personal customer advisor can provide you with information and advice on any questions

concerning PREMIUMADDRESS. To arrange a meeting, simply call our Business Customer Service.

Business customer service

Tel.: +49 (0)180 6 555555*

* €0.20 per call from German landlines; max. €0.60 per call from German mobile networks.

[premiumadress.de](https://www.premiumadress.de)

Deutsche Post AG

Headquarters

Product Management

Recipient & Services Mail

53250 Bonn, Germany

premiumadress.de

Last revised: September 2021